

**Montgomery County  
Department of Liquor Control**

**Community Outreach Office**

**Gaithersburg Business Alliance  
2004**

## **Business Alliance**

Originally established as a Hospitality Resource Panel, the Montgomery County Department of Liquor Control (DLC), Community Outreach Office provides leadership to promote efficient and responsible management of county stores and businesses that sell or serve beverage alcohol in Montgomery County, MD. The Community Outreach Office began developing business alliances in 2002, team members, consisting of prevention specialists, highway safety, recreation, liquor inspectors, restaurant association, trainers/alcohol server education and local chambers.

Community Outreach Business Alliance goals and objectives are to:

- ❖ Reduce drunk driving and alcohol related crime stemming from over serving and serving alcohol to underage persons
- ❖ Provide incentives and resources for responsible hospitality
- ❖ Enhance capacity of existing agencies and associations to use resources more affectively
- ❖ Improve practices of high risk establishments through risk assessments, trainings and business meetings
- ❖ Create specific operational criteria for new businesses
- ❖ Facilitate efficient accessibility to information and educational program about responsible hospitality
- ❖ Enhance professional skills and image of those working in industry

Program tools include:

- ❖ Culturally competent state certified alcohol server training
- ❖ Owner/Manager policy seminars
- ❖ Cops in Shops Program® (CIS)
- ❖ Risk Assessment
- ❖ Business Code of Conduct
- ❖ Enhance Enforcement through Extra Eyes\*\*
- ❖ Local business meetings

*\*Century Council*

*\*\* Montgomery County Police*

# City of Gaithersburg Concentrations of Minorities and Low-Moderate Income Families

2000 Median Family income for the City is \$66,669

Moderate-Low Income 2000 Non-white CDBG.mxd - 26-Mar-2003 - jke



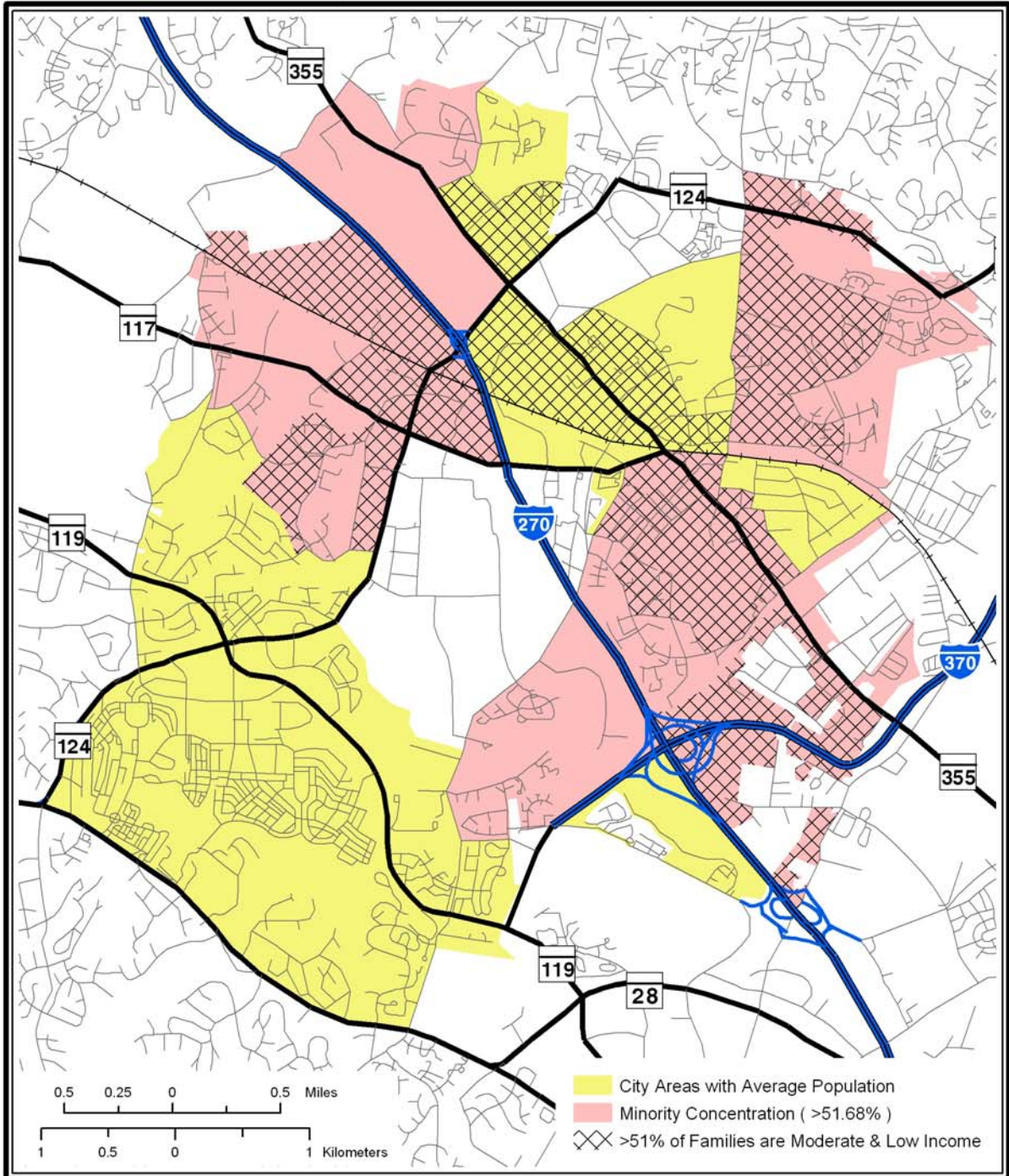
MD State Plane  
HPGN NAD 83/91

Block group boundaries and data are from the US Census Bureau's TIGER/Line file and Summary File 3.

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## **Cops in Shops® - Gaithersburg**

Implementation of the “Cops in Shops®” program grew out of a concerted effort on the part of Olde Towne merchants and the City of Gaithersburg to address incidents of public drinking. In response to community concerns, the Gaithersburg Police Department and staff from the City Manager’s Office launched an awareness campaign in which flyers were hand delivered to Olde Towne businesses that sold alcohol. These personal visits provided an opportunity to educate business owners on the ripple-effect of over-serving on the community and the negative perception fostered by public drinking. Additionally, the visits served to strengthen the lines of communications between business owners and police, giving each an opportunity to gain insight on the other’s perspective.

Those efforts soon gave way to a far more comprehensive City-wide effort. At the suggestion of Gaithersburg Police Sgt. Scott Scarff, a call was placed to the Montgomery County Department of Liquor Control Community Outreach Office in search of resources in support of the Alcohol Awareness Training. This resulted in an opportunity to establish and fully participate in the Business Alliance program, a model program that had already been successfully implemented in three other areas of the county. The notable gains made by the program’s focus on prevention, education and enforcement made it a natural choice for Gaithersburg. It was anticipated that the proposed program would have a direct impact on issues of alcohol abuse, underage drinking, gathering of homeless individuals, domestic violence and pedestrian safety. Additionally, the program would indirectly support efforts to address Part I crimes in which alcohol is often a factor. Furthermore, participation in the program was viewed as an ideal way to further strengthen the cooperative relationship between the Gaithersburg and Montgomery County Police Departments.

Initially, program managers worked with local business owners to learn about their businesses and provide information and resources that owners could use to enhance and strengthen their existing policies and procedures. Business owners and their staff were also able to participate in State Certified Alcohol Server Training programs. The final portion of the program consisted of the “Cops in Shops” program which dovetailed with the City’s Community Policing initiative. 150 establishments licensed to serve/sell alcohol in Gaithersburg were sent a letter describing the Cops in Shops program and inviting all businesses to put a participating decal in front of the store. Materials provided by the Century Council in various languages were also enclosed. In order to afford maximum coverage and realize the full extent of the benefits provided by the Cops in Shops® program, the City provided an additional \$10,000 to cover server training incentives and overtime pay for the police officers. The Montgomery County Highway Safety Office matched the overtime money for Board of License Commissioner’s Inspectors and Montgomery County Police, 6 District. The

Department of Liquor Control provided technical support and assistance through Community Outreach Office staff.

The Program was kicked off by a Press Conference in a County Liquor Store. Participants included representatives from the Century Council, Montgomery County Police, Gaithersburg Police, Department of Liquor Control, Highway Safety Office, Board of License Commissioners, Substance Abuse Prevention Office, Maryland MADD, Drawing the Line on Underage Drinking and The Restaurant Association of Maryland.

(PRESS RELEASE)



FOR IMMEDIATE RELEASE

May 20, 2004

#### **UNDERAGE PURCHASERS TARGETED**

#### ***The Century Council's Cops In Shops® Program Part of Comprehensive Effort in Gaithersburg to Reduce Underage Drinking***

**GAITHERSBURG, MD** – Starting today, thanks to a partnership program called *Cops In Shops®*, Maryland teens will find it tougher than ever to buy alcohol. Montgomery County Delegate Luiz Simmons; Police Chief Mary Ann Viverette, Gaithersburg Police Department; George Griffin, Director, Montgomery County Department of Liquor Control; Lt. Dave Falcinelli, Montgomery County Police Department; and Annie Powell, Impaired Driving Coordinator, Maryland State Highway Safety Office; joined Bill Georges, Senior Vice President of Programs at The Century Council, a not-for-profit organization funded by America's leading distiller's, to launch the *Cops In Shops®* at an event held today at the Gaithersburg Liquor Store on Frederick Avenue.

"May and June are prom/graduation season – a high risk time for our young people and an excellent time for us to once again remind young people that underage drinking is illegal," said Georges. "The *Cops In Shops®* program, which the Montgomery County Police Department has conducted in the past, is one of the tools the Community Outreach Business Alliance project is using in Gaithersburg. It is a proven program that is aimed at deterring and preventing minors from attempting to purchase alcohol.

"On behalf of county government I want all young people and parents to be on notice during this prom/graduation season tat we take the issue of underage drinking very seriously. We will not tolerate people breaking the law," said Simmons. "Montgomery County has led the nation in preventing underage alcohol use. We can once again show that our spirit of cooperation can bring about positive change. It is a fight we can't afford to lose."

The Century Council created *Cops in Shops®* as a unique partnership between retailers and law enforcement designed to deter youth under 21 from attempting to purchase alcohol and adults who purchase alcohol for minors. The program places undercover officers in participating retail

locations. Often one undercover officer works inside the store while a second officer is positioned outside the establishment to apprehend adults who procure alcohol for youth. *Cops in Shops®* places the focus on the perpetrators – minors who try to purchase alcohol illegally. The Community Outreach project involves intensive outreach to all establishments that serve and sell alcohol. It includes training, one-on-one meetings, materials, information and evaluation.

Police Chief Mary Ann Viverette from the Gaithersburg Police Department noted that the program has a strong public awareness component. “The beauty of this program is young people will never know when or where. So our advice is – don’t risk it. We have plenty of tough laws in Maryland and we enforce them,” she said.

“When we were looking for a program to target underage drinkers, The *Cops in Shops®* program was a natural fit. Retailers and restaurant owners and managers are looking for materials that clearly announce they are not interested in selling or serving to any one under age 21,” said Griffin. “The Cops In Shops poster gets across the message loud and clear and young people turn back when they see the poster in the window.”

“Underage youth are, unfortunately, able to access alcohol. In 2003, according to our statistics, there were 1,246 alcohol citations issued to youth under 21 and 283 DUI/DWI arrests,” said Lt. Dave Falcinelli. “This prom and graduation season we will be doing all we can to make sure there are no alcohol-related fatalities or injuries. Programs like this can help.”

“Underage drinking remains a persistent problem in the U.S.,” said Annie Powell from the Maryland State Highway Safety Office. “Over 10 million young people between the ages of 12-20 report current alcohol use which represents nearly 29% of this age group.”

Participating retail establishments will display signs in their establishments with the message, “Under 21? Police Officers May Be Posing As Store Employees,” *Cops in Shops®* display materials are provided free-of-charge by The Century Council. In addition to the point-of-sale materials, The Century Council provides “how-to” manuals and organizational assistance. Over 42 states including Texas, California, Virginia, New Jersey, Oregon, Nebraska, and Kentucky have participated in, or are currently using, the *Cops in Shops®* program.

###

*The Century Council is a national, not-for-profit organization dedicated to fighting drunk driving and underage drinking. Founded in 1991, the Council is funded by America’s leading distillers.*

*For more information on the Council and its mission, please log onto*

[www.centurycouncil.org](http://www.centurycouncil.org).

**(SAMPLE)**

**Gaithersburg Business Code of Conduct**

Gaithersburg Code of Conduct

Spring 2004

Date: \_\_\_\_\_

Establishment: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

As an owner/manager, we want to have a safe and vibrant place to meet friends, family, and co-workers.

Central to hospitality is the sharing of food and drink. **As a responsible seller of alcohol I promise to:**

- ✓ Provide a clean and safe environment.
- ✓ Maintain adequate and well-trained staff to assist you in making the best choice to meet the community needs,
- ✓ To offer value without encouraging over consumption, as well as a full selection of adult alcohol-free alternatives
- ✓ Comply with State Laws and County Codes and assure proper identification is presented by anyone appearing under the age of 30 purchasing alcoholic beverages.
- ✓ Prevent the sales or service of an alcoholic beverage to anyone under the age of 21.
- ✓ Refuse service of alcohol to any person appearing to be intoxicated,
- ✓ Maintain good relations with our neighbors, other businesses and government agencies and be part of all efforts to make Gaithersburg a healthy community.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

DLC \_\_\_\_\_

**(SAMPLE LETTER SENT TO BUSINESSES)**



**DEPARTMENT OF LIQUOR CONTROL**

Douglas M. Duncan  
*County Executive*

George F. Griffin  
*Director*

June 4, 2004

Dear Owner/Manager,

The Department of Liquor Control Business Alliance Outreach will be implementing the Cops in Shops® Program in Gaithersburg over the next few months. Enclosed you will find a description of the program and a label to place on the front window/door of your establishment. The program is most successful in deterring underage sales of alcohol when every establishment in the community uses the sticker.

If you would like to conduct a Cops in Shops® program in your establishment or if you have any questions or comments please don't hesitate to call.

Thanks for supporting efforts for healthy businesses and safe communities.

Sincerely,

Kathie Durbin

**Kathie Durbin**  
**Community Outreach Manager**  
**240-777-1917**  
[kathie.durbin@montgomerycountymd.gov](mailto:kathie.durbin@montgomerycountymd.gov)



## **Law Enforcement Operations**

The Gaithersburg CIS® project involved police officers from two different police agencies (Montgomery County Police and the Gaithersburg City Police) plus civilian inspectors from the Board of License Commissioners. Because of the multi-agency approach, a variety of issues needed to be addressed for successful operations.

- (1) Store selection – Participation in the CIS® program is voluntary on the part of the licensee. While the initial plan was for the law enforcement officers to gain participation from the store managers, there was reluctance on their behalf because of their misunderstanding and mistrust of the CIS program. Although officers gained some cooperation, an adjustment was made and the task of obtaining participating stores was reassigned to the civilian inspectors. Since the inspectors already have a current relationship with the store owners, it was easier for them to gain cooperation. Although this made it easier to get stores to participate, some of the stores were not necessary problem locations and therefore operations at those stores were not as productive. Consideration must also be given to use of both on and off-sale locations.

RECOMMENDATION: Utilize a selection committee with representatives from each agency to determine which stores should be targeted for CIS® operations. Use the personnel with existing relationships to garner program participation.

- (2) Hours of Operation – Once CIS® locations are selected, it is important to determine from the owners the most effective timeframe to conduct operations. Different stores have varied times and days of the week where business is conducive to CIS® operations. It is easier to schedule the locations and the times before scheduling the officers for their assignments.

RECOMMENDATION: Obtain commitments from participating store managers on the dates and times of the CIS® operations before distributing a sign-up list for the officers.

- (3) Officer selection – A successful CIS® operations begins with officers that are committed to the program. Although most police agencies have officers ready to accept the challenge, there are often seniority/union issues which prevent the most qualified officers from working the details. In consideration of Montgomery County's union issues, a voluntary training on the CIS® program was offered to all officers. Once the closing date for the training had passed, it was then announced that those who successfully completed the training class

would be eligible to participate in the CIS® program. As a result, the officers assigned to work the program were not only well trained, but also very enthusiastic about doing a good job.

RECOMMENDATION: Take whatever steps are necessary to ensure that officers participating in the CIS® program have the knowledge, skills, abilities and attitude to do an excellent job.

- (4) Technology – Although the CIS® operation primarily targets the delivery of alcohol to underage youth, there are many other issues occurring at CIS locations which should be addressed by law enforcement. Other violations are public intoxication, sales to intoxicated individuals, illegal drug offenses, impaired driving, disorderly conduct and others. Officers utilized their in-car computers run license checks of vehicles entering the parking lots resulting in the identification of suspended drivers, drivers with a history of alcohol offenses, subjects with outstanding warrants and other violations. Information was also used to determine the age of the vehicle owner which was helpful in developing probable cause for some traffic stops.

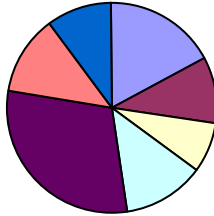
RECOMMENDATION: Use of in-car computers is especially helpful in conducting CIS® operations and should be used whenever possible. Additionally, use of binoculars (night vision if available) was helpful to gain information on the potential offenders).

- (5) Operation Extra Eyes – Several years ago, Montgomery County Police developed a program which trained civilian personnel in the detection of DUI drivers. Over the years, this program has expanded to include training for other alcohol violations as well. While a plain clothes officer worked inside the store, civilian Extra Eyes personnel monitored parking lot activity to help identify adults purchasing for minors, open container violations, drug transactions and impaired drivers. These observations, along with those of officers inside the store, were relayed to stop teams resulting in more arrests.

## SYNOPSIS:

Twelve operations were conducted over a three month period at various locations throughout the Gaithersburg area. Selected locations had both on and off sale licenses. A variety of enforcement was conducted utilizing CIS as the basis for the operations. The addition of civilian Extra Eyes was extremely helpful. Officers identifying issues with particular establishments for serving to intoxicated and/or minors relayed this information to DLC outreach office which conducted follow-up. If funding becomes available, the program will be repeated.

**Violation Data**  
**12 operations**



- DUI (7)
- Disorderly Conduct (4)
- False ID (3)
- Illegal Drugs (5)
- Open Container (12)
- Other Offenses (5)
- Underage Possession (4)